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# STRAWBERRY PLANTS

1961 Season

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Fairview Fruit Farm

Pierceton, Indiana

# STRAWBERRIES

## "The Universal Fruit"

The more we work with this great strawberry, the more we like to think of it as the world's most universal fruit; universal in that its supreme adaptability to so many different soils and climates makes it available to so many people, and universal in that its striking appearance, its delicate aroma and its delicious flavor are so appealing to so many. The season's first and finest fruit.

For, happily, as we think of this remarkably wonderful strawberry, it is not just the wishful wandering of the imagination on a cold winter night. This marvelous fruit so appealing to everyone adapts itself so readily to so many different situations that it is common in every state. It thrives on such a wide variety of soils that your own just suits it. It is yours for the trying and the doing.

Strawberries come right down to earth, too. For they will not only give you from your own garden quantities of as delicious a fruit as the world knows, but they offer excellent commercial opportunities. To the commercial fruit grower, of course, but also in special sense to the teen-ager seeking an income of his own, to the retired or semi-retired, to the industrial worker who has some extra time, to the farmer with relatively small acreage.

This strawberry culture is not a complicated procedure, and there is nothing strange or difficult about it. A complete novice may expect reasonable success by supplementing his own common sense with the suggestions in this book.

This booklet is written for the information of our customers. In it we have tried to give helpful hints on growing and handling berries, and as accurate descriptions as we can of the varieties we handle. In growing strawberries for fruit as well as plants, our problems are pretty much the same as yours, and the things we have worked out will go along very closely to your own ideas.

It is our business to give you the best strawberry plants you can get anywhere, at the price and with the service that will please you.



Our plants are grown on deep, rich, well-cultivated soil. The roots are heavy and long, white and vigorous. The loose soil enables us to retain on the plant the many long fibrous roots so often lost in digging on heavier soils.

Our plants are hand dug and immediately moved indoors for cleaning, sorting, counting and tying. There the old stolons and dead leaves are removed, any questionable plants discarded. Roots are straightened, and plants tied in bunches of twenty-five. Full count, easy to handle, ready to set. The kind of cleaning and sorting you like to see.

On larger orders our plants are packed in polyethylene bags in wire-bound crates. Smaller orders are wrapped in moss. All are guaranteed to reach you in good growing condition throughout the shipping season, up to May 10. After that date we handle the plants as carefully as we can, but shipment must be at the buyer's risk.

We are growers of plants, not jobbers. Our prices are farmers' and growers' prices, low enough for the commercial grower, high enough for us to maintain our high standard of quality. Compare our quality, compare our prices.

We solicit your coming to the nursery. At any time, but especially when you get your plants. You can then see what you are getting, get them when you need them. The money saved from shipping charges will go a long way toward paying expenses. More important is our getting acquainted, for we do have a very personal interest in your success with our plants.





# VIRUS IN STRAWBERRY PLANTINGS

During the last few years we have heard so much about the strawberry virus that it seems time to evaluate its importance and decide what to do.

A few years ago it seemed that in many cases, especially in areas of large commercial plantings, strawberries no longer grew and produced as they once had. The decline was so pronounced that many growers suffered serious losses. Plant pathologists working in the U.S.D.A. and state experiment stations established the primary source of the trouble as a virus infection.

Symptoms vary with the type of virus and the variety of berry. Leaves may become mottled, variegated, wrinkled or dwarfed. The plants may seem bunched or clumped, and have a bluish tinge. Just a general decline in the growth and vigor of the plantings. Not as many plants are made, plants are smaller, production curtailed. Certain varieties are hurt more than others. The western favorite Marshall is very susceptible, as are Midland and Catskill.

Happily, it was discovered that strawberry virus is carried by certain aphids. So if we can start with stock that is virus-free we can maintain that condition by spraying or dusting our plantings with a good aphicide at frequent intervals. The best aphicides available are malathion and parathion.

We have therefore obtained our foundation stock from sources approved by our State Department of Entomology and kept our fields as disease free as we can. Indiana has not as yet had a program for the Certification of Registered virus-free stock, but we are working in this line and expect to have it in a year or two.

We cannot attribute every strawberry trouble to a virus. Such diseases as "June Yellows", to which Blakemore is subject, and red stele are entirely independent, and fully as serious. But virus-free stock does help.

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New Ringgold, Pennsylvania

May 12, 1960

Dear Sir -

"\_\_\_\_how well we are pleased with our strawberry plants. They came to us in nice condition. They looked as fresh as if they were fresh dug. We are very pleased with them. They came on Friday and on Monday we set them out. They look nice now and I don't believe we lost a plant."

Cleve Zimmerman



# BERRY CULTURE

## SOIL AND CLIMATE

While the adaptability of strawberries to anything from the light sands of Florida to the heavy clays of Southern Indiana gives us plenty of leeway, we do rather prefer a sandy loam because it is so easily worked. And while the climatic range in our country is from the Gulf states to the Dakotas, we really think of our strawberry belt as extending from Tennessee and Arkansas north to Michigan and Wisconsin.

**Whatever the type of soil, it must be high in fertility and humus content. This condition is difficult to reach in one year, but should be attained in the years prior to being put to berries by the use of barnyard manure, legumes, fertilizers, green manure crops, and those other practices familiar to good farmers.**

Fall plowing is a good step in plant bed preparation. Certainly the soil must be well worked down to eliminate all clods, and to make the plant bed firm but friable. It is best not to have had the ground in heavy sod the previous year on account of cut worms and white grubs. These pests may do a great deal of damage in early season by eating off the plants at ground level.

It is generally not necessary to lime for strawberries, since they favor a soil that is slightly acid. Technically, we say that a pH near 6 is best. A pH somewhere between 5 and 7 is quite satisfactory.





## COMMERCIAL FERTILIZER

While the soil intended for a strawberry bed should carry a high fertility level, most of the garden and truck patch sites that we use for small plantings have already been manured well enough to require no further special treatment. But for the larger field plantings, liberal applications of commercial fertilizer will generally pay off well.

We like to broadcast and work into the soil before transplanting at least 1000 pounds of some good, high analysis fertilizer. Of course a higher analysis will take a smaller amount to do the same job. A soil analysis will indicate the best fertilizer to use, but something between a 4-16-16 and a 10-10-10 is a fair shot in the dark. We also like a side dressing of maybe 250 pounds in mid-summer.

We must be careful in using fertilizer on small patches or we shall use too much. One-third of a 50-lb. bag to 100 plants is equivalent as a broadcast to 1000 lbs. per acre. As a side dressing, 1 pound to 50 feet of row is equivalent to 250 pounds to the acre. It is dangerous to use more.

In transplanting, avoid putting any fertilizer right around the plant. However, if you are using water and will add about three pounds of "starter solution", which is readily soluble and of a 10-51-17 approximate analysis, to 50 gallons of water and use half a pint per plant you will have some astonishingly successful results.

## TIME FOR SETTING

Time and again we see the importance of early setting of nursery stock, especially small fruits. This work is something that cannot be put off. Transplanting should be done as soon as the ground is in condition to work. When you should be making garden you should be setting your berry plants.

Early setting insures the good stand and quick growth that means a good fruiting row.

If you are unavoidably delayed in getting your plants in the field at the right time, be sure to get plants that have been dug when dormant and held in cold storage until needed. Do not be afraid of cold storage. Extensive experiments have very conclusively shown that they will do much better when transplanted than will those that have made considerable growth before digging.

**WE DO NOT OFFER PLANTS FOR FALL PLANTING.**

## PLANT SPACING

Fruiting rows in commercial fields where at least part of the picking is to be done by tiring or careless children should be spaced at about four feet. In smaller patches where the picking will be done with more care to the plants, we can cut this space down considerably, maybe to as little as three feet.

The distance in the row will depend upon the ability of the variety used to make new runners. We set such kinds as Premier, and Vermilion at about eighteen inches, varieties like Catskill, Sparkle, and Surecrop at about two feet. Such free-running kinds as Blakemore, Robinson, Dunlap, Tennessee Beauty, Armore and Dixieland will generally make a good row if set as far apart as thirty inches.

The number of plants needed per acre therefore depends upon the variety used. From the above spacing, it will take slightly more than 7000 plants for an acre of Premier and Vermilion. About 5500 plants will set an acre of Catskill or Sparkle, while Robinson, Blakemore, Tennessee Beauty and Armore need only 4500 plants.

Most commercial growers favor and use the "matted row" system, principally because it is cheaper and requires less hand work. The cultivator will drag the stolons into the row to make a solid plant bed twelve or fourteen inches wide.

If you have a fancy local market and have the time, you can get close to the same yield but have much larger berries by using the hill system. Here the plants are set closer and all runners are cut off. Or you may start the matted row system, and by hand work space the new plants until they stand about eight inches apart in the row, then cut off all new runners. These methods are described in detail under the discussion on everbearers.

The important consideration is that if you want large, fancy fruit that will bring a good price you must keep the plants thinned in the row. At the same time the first runners should be encouraged to take root, for they will get larger and stronger and do best the next bearing season. If the row is going to be too thick because of too many runners, we can allow the last ones to grow out beyond the row, then cut them off before they take root.

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Indianapolis, Indiana

May 5, 1960

"Refund received. Thank You. Plants were fine. Last year's Catskills are in full bloom. This year's plants fine. Negligible loss."

H. C. Wiest



## TRANSPLANTING

Strawberries are transplanted successfully in many ways, and with a variety of tools. For small patches, a garden trowel, dibble or small spade is very handy, while for large plantings the machine transplanter does a very excellent job. **Just fan the roots out as much as you can in the moist dirt of a deep hole or trench, SET THE PLANT AT THE HEIGHT IT ORIGINALLY GREW,** and press the soil firmly around the roots. **Don't bunch up the roots in the ground. Don't leave air pockets. Don't puddle the ground around the plant by working it when the ground is too wet.**

Each spring a new set of roots starts from the crown of the strawberry plant, and in case of the one new-set the crown must be in the moist soil or the new roots cannot start and the plant cannot thrive. Of course a plant cannot do well if the roots are allowed to be subjected to drying by wind and sun when set too high. If the crown is covered by soil it will turn yellow and rot. From these things we see the importance of depth in setting.

If the roots of the plants are too long we cut them back when setting to a length of about five inches. Just for convenience in handling—it makes no difference in growth.

We never bother to use water in transplanting if it is done when it should be—early. It is a necessary practice, though, in very late setting.

## CULTIVATION

Cultivation should start soon after the plants are set and continue throughout the growing season. Many growers have their personal preferences in certain tools, sometimes rather expensive, for this purpose. But it is doubtful if they are any better than the usual cultivators found around most farms.

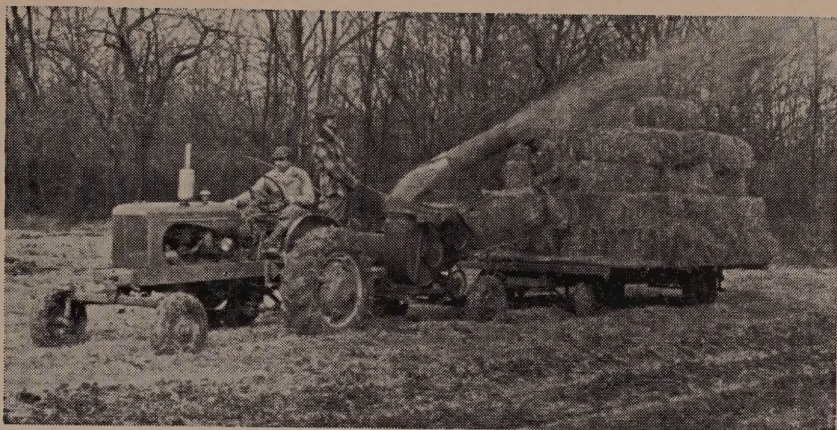
We favor the use of a small tractor with very small shovels or tines, one that lets you cultivate real close to the plant, going very slowly. Such a one as the Cub or Alys G is ideal in allowing the operator to ride, but any good garden tractor does very well that cultivates very close to the plant to minimize hoeing. Keep the weeds down, keep the soil level, loose and friable.

**Some growers are saving a lot of hand work by checking their plants. That is, they set them in rows both ways for cross cultivation to eliminate maybe the first two hoeings.**

The first runners should be encouraged to take root for they make the largest and heaviest plants and bear the next season.

**All blossoms should be clipped off in the new planting as soon as they are well formed, and from everbearers until the plant is thoroughly established, about July 1.**





**Labor Saving, Home-Made Mulcher**  
**Used By L. S. Garver, Youngstown, Ohio**

## MULCHING

Mulching should be done in the fall as soon as possible after the summer's growth is finished — before really severely cold weather.

What to use and how to apply it can best be decided with the purposes of mulching in mind — (1) to prevent winter damage from excessive cold when plants are unprotected and from alternate freezing and thawing, (2) to conserve moisture in the bearing season and keep the soil in better condition, (3) to keep down weeds, (4) to keep fruit clean, (5) to retard growth somewhat in early spring, thereby lessening the danger from early frosts.

We generally use wheat or rye straw, scattering it to a depth of about three inches and requiring approximately three tons per acre. Other good materials are shredded fodder, spoiled ensilage, cane pumice, saw dust, corn cobs, chopped hay. A good grower near Slavans, Kentucky, uses the wood shavings litter from his broiler house.

Use the material that is handy, easy of access, and that can be easily and cheaply applied. Avoid if possible any material that may have weed seed, clover seed or grain. Oats straw is generally undesirable because the grain will sprout in the spring and make quite a bit of growth. For the same reason it is a poor practice to top dress a berry field after the plants are grown, unless you are very sure that there are no grass or weed seeds in the material used.

Early in April, just when new growth starts and the berry plants begin to turn white under the mulch, you must go along the row and lift off just enough of the mulching material to allow the new growth to come through to the sunlight.

## CARE OF PLANTING STOCK

Handling of the plants after they reach you is one of the most important factors in the success of your strawberry project. We try to avoid delays in transit by shipping on the first three days of the week only, and will advise you when shipment is made. Check with your express agent or postmaster so he can notify you quickly when the plants arrive and you can pick them up at once.

**Set them out at the earliest feasible time. Should weather conditions or wet ground delay transplanting, make arrangements to keep the plants cold. If they are dormant and are kept at temperatures of 30° to 32° they will stay in perfect condition for an indefinite time. Your refrigerator is a good place for small packages, and most locker plants or wholesale grocers can find a place for a few thousand plants for quite a long time. Just keep the plants cold.**

If you simply must hold plants and have no cold place, then heel them in. That is, dig a deep, narrow trench, break the bundles, and set the plants along in the trench just touching each other. Cover to the crown with moist earth, then sprinkle with water. If necessary, cover temporarily with some loose boards or roofing to prevent drying from wind and sun. Set in the field as soon as planting conditions are favorable.

Just before setting, let the plants sit in water until the roots are thoroughly wet. Let them plump up for an hour or so. Keep the roots moist until they are in the ground. Do not drop the plants too far ahead if you are hand setting. Do not let them dry out in the transplanter box while you are doing something about the machine.

Be careful all the time.

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## OUR GUARANTEE

We guarantee our plants to be true-to-name, dug from new beds, free from injurious plant diseases, of the best quality the trade affords, and to reach you in good growing condition.

If the plants are faulty in any way and we are notified at once upon their arrival in your hands, we will either refund the purchase price or replace the stock, at the buyers option.

On account of the fact that growing conditions are far beyond our control, we cannot be responsible for the success of the crop, and in no case will be accountable for more than the original purchase price.





**At Work in Renovation**

While some strawberry growers find it profitable to fruit a field only one year before plowing it up, most growers consider it best to hold the field for two bearing seasons. Generally the fruit is not as large the second year, nor is the total yield as large. This comes from the fact that for the most part the same plants bear the second year, and they are not as large or as vigorous because the root system is much smaller. Each year the old roots of the plant die, and the new roots that have come from the crown are generally weaker.

Renovating an old field and preparing it for another year's fruiting is likely to be one of the toughest jobs a grower has. Every patch has its own problems in kind of soil, infestation of weeds, kinds of tools available, so that no set rules can be given for the task.

As soon as possible after the fruiting we mow the patch—clipping off the leaves but not low enough to injure the crowns. Then rake the field and remove the loose material, especially the mulch. We then go along each side of the row with a tool of the roto-tiller type, stirring up the ground between the rows and narrowing what is left to a width of eight or ten inches. Hoe the rest of the row thoroughly. This should leave a very nice row, after which the patch can be handled as it was the first year. In a good growing season the row should be practically as good.

We like to sow about 500 pounds of 10-10-10 fertilizer right in the row just as we start renovation.

We are glad at any time to answer questions not covered above, and have a very personal interest in your success with our plants.

## AGRICULTURAL CHEMICALS

While the strawberry has its full share of insect and fungus enemies, they are of such a nature that they can for the most part be pretty well controlled by planting good clean plants in disease free soil. They may become more serious problems in older plantings and in sections where berries have been grown extensively for some time.

Most likely, in small plantings special control measures are unnecessary and impractical. When insects and fungi appear we can resort to spray and dust.

**For the ground-dwelling insects such as grub worms, cut worms, wire worms and root weevil, chlordane at the rate of 10 pounds (actual) per acre, or aldrin or dieldrin at 5 pounds (actual) per acre will prove effective. Spray or dust the chemical on the plowed ground and work it in thoroughly with disc and harrow**

SPITTLE BUGS are recognized by the familiar foam-like spittle masses. The bugs not only damage the plant but are repulsive to the pickers in running their hands through the foliage. Spittle bugs can be controlled by spraying with 3 pounds of 50% wettable DDT or TDE in 100 gallons of water per acre. Should be applied at about the time the first blossoms appear. Methoxyclor at the rate of 3 pounds of 50% wettable in 100 gallons of water per acre will do as well.

THE TARNISHED PLANT BUG does its damage by sucking in the plant blossom. This affects the fruit by stopping growth in parts of the fruit bud, resulting in the "cat-faces" and "monkey faces" we sometimes see. The tarnished plant bug is controlled by the same spray used against the spittle bug—3 pounds of 50% wettable DDT or TDE in 100 gallons of water per acre, or 3 pounds of 50% Methoxyclor at the same rate of application. Used when the first blossom buds appear.

STRAWBERRY LEAF ROLLER is the larva stage of a small brown, very active moth about 3/16 of an inch long. The worm will eat quite a lot of the strawberry leaflets, then start to build a web along the midrib. This causes the leaflet to completely fold together, thus forming a nice protection for the pupa, but causing the leaflet to die completely. In really bad infestations practically every leaflet will be folded and dead. This damage shows just before fruiting time. Spray first soon after blossom time with 3 pounds 50% wettable DDT or TDE in 100 gallons of water per acre.

Since the roller is a leaf eater, add 2 pounds of Arsenate of lead to the 100 gallons of water. Since there are several generations each summer, a second spray a month or six weeks later might be helpful.

NEMATODES are small short worms no larger than a hair, which occur in the soil in countless numbers and kinds. They are very difficult to identify, many microscopic. Most are harmless, but some cause trouble in various plants. In strawberries, the damage shows in general unthriftness.



Strawberry growers need be concerned only with the root knot nematode and the root lesion nematode. The former is identified principally by the galls or knobs on the roots, suggesting the nodules on legumes. The root lesion nematode is easiest identified by the peculiar appearance of a main root. This main root suddenly ends and continues as maybe four or five branches.

A side dressing of 50 pounds of Nemagon per acre will prevent any major damage. While rather uncommon, Nemagon should be obtainable at any dealer in agricultural chemicals. If a side dressing of 50 pounds is difficult to apply, Nemagon may be mixed with any good fertilizer to make an amount more easily handled. Apply a month or so after setting.

## WEED CONTROL

Many growers report good success in reducing labor in the field by the use of Craig Herbicide No. 1, or Sesone. Applied at the rate of 3 to 4 pounds per acre in enough water to wet the soil to the depth of  $\frac{1}{4}$  inch or so after the plants are well started, this chemical will kill weeds as they sprout. It does not harm plants already growing, so Sesone must be applied when the planting is clean of weeds.



Paul M. Frankfather, Cromwell, Indiana  
1000 Premier Plants Yielded 1300 Quarts of Berries

## CHOICE OF VARIETY

With the introduction of so many new and good varieties of strawberries from the work of the plant breeders at the U.S.D.A. and the many state experiment stations, just choosing the kind we want to use has become quite a problem.

More confusing, the results of the various test plots vary so much; from year to year at one station as well as from station to station for the same year. Thus at the Purdue experimental plot Catskill in 1957 ranked thirteenth among 25 varieties with a yield of 4200 quarts per acre. In the same plot in 1958 Catskill ranked first with a big 7800 quarts per acre. In the same tests, Tennessee Beauty ranked first in 1957 with 6200 quarts but fell to tenth in 1958 with a total yield of 5000 quarts per acre.

Different and changing weather conditions, late frosts, drought, excessive moisture, high temperatures at picking time, plant production the previous year, insect and fungus damage, all these items are variable factors affecting the picture.

**It is a pretty good rule to choose for the greater part of your plantings the varieties that have done well for you and in your community. Experiment with other recommended kinds in smaller sections to see what they will do.**

The table below gives some general comparisons, while in the following pages we have tried to point out the varietal characteristics in more detail.

	Yield	Firmness	Quality	Size	Season
Earlildawn	Good	Fair	Fair	Med.-Lge.	Very Early
Premier	Very Good	Fair	Good	Large	Early
Catskill	Very Good	Good	Good	Large	Mid-Season
Dixieland	Good	Good	Fair	Large	Mid-Season
Pocahontas	Very Good	Good	Rather Tart	Large	Mid-Season
Blakemore	Fair	Very Good	Rather Tart	Medium	Mid-Season
Dunlap	Fair	Poor	Very Good	Medium	Mid-Season
Sure Crop	Good	Good	Fair	Large	Mid-Season
Vermilion	Good	Fair	Good	Med.-Lge.	Mid-Season
Robinson	Good	Good	Very Mild	Very Large	Late
Armored	Good	Good	Good	Large	Late
Tennessee Beauty	High	Firm	Tart	Medium	Late
Sparkle	Fair-Good	Good	Good	Medium	Late
Paymaster	Fair-Good	Good	Good	Medium	Late



# ROBINSON

Sometimes known as Scarlet Beauty, sometimes as Kardinal King, Robinson caught on with growers quicker than any variety since the advent of Premier. Favored by commercial grower and gardener alike.

Robinson is very popular in northern climates. Michigan State University estimates that 60% of the berries grown in Michigan are of this kind. The greater part of this acreage is sold as fresh fruit, much of it through the great Benton Harbor market to be retailed in many large northern cities.

Robinson will do well throughout the Premier territory. Plants are of the same general type—light green, healthy foliage, cupped leaves. The plants are deceptively small to produce such a large berry, and they run so freely that they often get too thick in the row for best performance. Robinson ripens five or six days later than Premier.

The berry is smooth-skinned, glossy, bright red with prominent yellow seeds and bright green cap that make a very attractive appearance. Another trait is the very large size of the berry—the largest we know. We generally think that berry size is acceptable if 100 will fill a quart. We have had numerous letters from growers who found that 16 and 17 berries would fill a quart. One grower found 14 berries that would do it.

While they ship fairly well, Robinson berries are not very firm, especially in wet, hot weather. The flesh is very light, sometimes the centers are hollow. Not favored too well by processors because of the light color and mild flavor. The first berries are likely to be white on the tip while the blossom end shows red.



# PREMIER

Whenever strawberry men speak of Premier berries they are referring to the Howard No. 17 strain that has been so very popular since its introduction nearly fifty years ago.

It is extremely unfortunate that the U.S.D.A. in releasing "virus-free" varieties a few years ago included a kind called "Premier". It was accepted by nurserymen everywhere and was soon in the hands of growers, who discovered that it was not the old "Premier" at all, but a kind a great deal inferior to it.

We have now dropped this strain entirely, and whenever we speak of Premier we shall mean the old Howard 17 which has meant so much to growers throughout the middle west.

Premier foliage is light green, individual plants large, leaves rather cupped, remarkably free from such diseases as leaf spot. The first berries are large, likely to be double or cock's comb in shape, with a bright green cap, firm enough for reasonable handling. Later berries are somewhat smaller, rather conical, bright red getting darker as they stay on the vines.

Premier remains the favorite in the great berry producing Berrien and Van Buren counties of southwest Michigan. The first berries, large and fancy, are sold as dessert fruit. Then as the size decreases and the big Robinson appear the Premier is taken by the processors. The berries are cleaned as they are picked and sold by the pound. This conclusively shows that Premier is a high producer of dark red, flavorful fruit that will keep well on the vines for longer intervals between pickings and that the berry is easily cleaned.

No berry is frost proof, but Premier is the nearest thing to it that we have. Berries are close to the ground to minimize frost damage, while several fruiting stems appearing in sequence tend to lessen the danger from frost at any time.

Premier (Howard No. 17) is still one of the very best kinds. Its quality is good enough for dessert or freezing. It is firm enough for local markets, sometimes for distance shipping. Still the most dependable for year in, year out, performance. The standard for comparison of all other kinds.



# CATSKILL

Catskill is one of the very best of the commercial varieties, with a wide adaptation from eastern Tennessee north to include Michigan, Wisconsin and Minnesota, from the New England states west to Nebraska.

The foliage is vigorous and healthy. The plants are large and rugged, running freely and making just a nice fruiting row. The flower stalks are heavy and stand high, blossoms are quite large.

You cannot beat this variety for production. In the tests at Purdue in 1958 Catskill topped the list of twenty-five kinds with a whopping 7800 quart yield on a two year old patch. A high percentage of this yield was of large, marketable fruit.

The berries are bright red at first, getting darker as they ripen, and they are easily capped, which makes them a favorite in growing for processors. Not as firm as Blakemore, Tennessee Beauty and the others that we think of as shipping berries, but plenty solid for local marketing. A good dessert berry and good for freezing, too.

On account of its high production records and its favor with processors we are apt to think of Catskill as a commercial berry, but its high dessert quality and freezing qualifications recommend it as an excellent garden variety as well. Ripening a little later than Premier, Catskill becomes a choice kind for supplementing Premier and extending the fruiting season.

I think that the nicest bearing patch I ever saw was of Catskill, owned by W. R. Chitwood & Sons of Dayton, Ohio. Beautiful berries, commanding a high price and ready sale on the Dayton market.

# DIXIELAND

Dixieland is a Blakemore cross that is making a determined bid for favor throughout the territory where its parent has been so popular for so long. From many sections good reports have indicated that it is taking over a good part of the acreage.

Dixieland is a berry of the Blakemore type. The plants run freely and make a nice row, but the Dixieland plants are quite a bit larger and are somewhat thinner in the row. This resulted in much larger berries in the Dixieland patch.

The fruit is large, bright red, very firm, a little tart, an excellent shipper with an attractive appearance. Pretty good as a dessert berry, very good for freezing.

Dixieland has consistently outyielded Blakemore under like conditions.

# BLAKEMORE

A favorite of many years standing, according to U.S.D.A. figures Blakemore is still grown on more acres than any other variety, in spite of the performance of the relatively new Tennessee Beauty, Pocahontas, Dixieland and Armore. Blakemore is very responsive to care and attention, but is also such a rough and ready sort that it does well under conditions of neglect and abuse.

Foliage growth is vigorous and abundant. Plants are generally healthy. Tolerant of the viruses, resistant to leaf spot and leaf scorch. Makes a great many plants, requiring attention to prevent them from being too thick.

**The fruit ripens uniformly, rather early. Smoothly rounded, nice green cap with attractive appearance. The berry is very firm and solid, prime requirements for a shipping variety, in which class Blakemore is very good. A good yielding kind, adapted especially to the southern fruit belt, but we have seen some very nice fields this far north. This berry is quite acid, high in pectin, pretty good for processing.**

With us, the quality of this berry has not been as good as we like, and the yield has not been high. It is quite tart and firm, without the redeeming feature of rich flavor. It is also susceptible to "June Yellows", which is liable to develop at any time in spite of very careful selection.

# TENNESSEE BEAUTY

**Easily the best of the new kinds from the Tennessee Experiment Station, Tennessee Beauty has many of the characteristics that have made its parent Blakemore so popular. It is so good that it has replaced Blakemore in the wide spread southern fruit belt, and would be more popular farther north if it had some other name.**

Tennessee Beauty is a free-running variety, making a very nice row of large plants. Sets a lot of fruit and stands very high in total production. Late season in ripening.

The berry is bright and showy with a bright green cap, of better than average quality, with a good strong strawberry flavor. Flesh is very firm, skin tough, to adapt it as a good shipping berry. Rather tart, a little like Blakemore in this respect.

**This Tennessee Beauty is one of the best varieties. Very hardy, high in production, good quality, excellent for freezing. Firm in texture for distance shipping, nice appearance. The plants should be kept thinned out in the row to maintain the berry size. This size is liable to drop in late season if the row is too thick or other adverse conditions occur.**



# POCAHONTAS

This new cross between Tennessee Shipper and Midland has many of the qualities we like to find in a variety. It is a prolific plant maker, it yields very well, the fruit is attractive and firm enough to use commercially, the dessert quality is good, and it freezes very well.

As a plant maker Pocahontas is not equal to Blakemore or Robinson, but it makes a good row and the individual plants are larger. It is resistant to leaf scorch and partially resistant to leaf spot.

**At the Purdue tests of 1957 and 1958 Pocahontas ranked high in total yield and size of berries. In the Ohio tests at Wooster results were the same. During recent years some official yields for Pocahontas are as follows: Indiana, 11,500 quarts per acre; Missouri, 9,700 quarts; Virginia, 12,500 quarts; and, Ohio, 12,342 quarts.**

The berry is large and attractive. The skin is a bright, medium red, fresh red, fairly firm, glossy. It is second early or mid-season in ripening.

It was thought that Pocahontas was best adapted to the northern part of the Blakemore territory, but there are indications it may be valuable farther north as good reports come in from Michigan and New York.

We believe you will want to try Pocahontas.



# EARLIDAWN

This new cross of Tennessee Shipper and Midland, introduced by the U.S.D.A., has been the sensation of the strawberry world because of its extreme earliness, fruiting three days or more before Premier. Even though very early it seems to be frost resistant and has produced good crops in locations where other varieties were badly damaged by frost.

The berry is large, bright red, fairly firm, tart. Earlidawn has the faculty of maturing a large percentage of its berries during the first week of picking. Yields have been good although it did not yield as well as Pocahontas and Dixieland.

Earlidawn is a poor plant maker. It will require your most fertile soil and early setting to make a good row. However, if you have a good early market it will be valuable to you.

# ARMORE

The many favorable reports we have had from many growers on Armore indicate that in this variety we have the plant breeders dream—a berry that inherits the good qualities of both parents. From Aroma it gets large size, attractive appearance, good quality. From Blake-more we have those qualities that have made it so important to the southern grower.

**We think that Armore has not yet been fully appreciated. In tests at Orleans, Indiana, under Purdue supervision in 1958 Armore topped all varieties tested with a whopping production of 19300 quarts per acre. Equally important, the percentage of marketable berries from a size standpoint was still more outstanding.**

**For the Ohio Station at Wooster in 1955 and 1956, the runner production of Armore was very high, berry production was near the top, size of the berry second only to Robinson, sugar content highest of all varieties tested.**

Armore is a free running variety, especially adapted to silty loam soils. Makes heavy yields of large, cherry red, glossy, firm berries of very high dessert quality. A late berry.

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Odon, Indiana

May 10, 1960

“\_\_\_Plants came in fine shape. I have them out and have walked over them several times. Never lost a plant. They were wonderful. They are blooming. I am glad to have the pleasure of recommending this company to other people.”

H. B. Wallick



# SENATOR DUNLAP

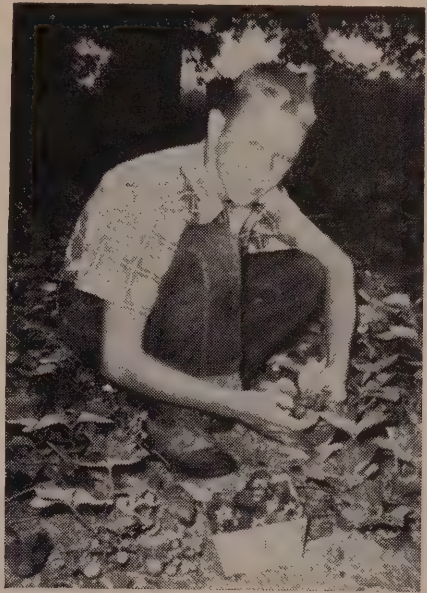
This is the great old variety too well known to strawberry lovers to need lengthy description, as it has been a very popular favorite for a great many years. It is a hardy grower and prolific plant maker, the sort of rough and ready variety able to take a lot of abuse and still come up with a good crop. While we certainly would not recommend such treatment, we have seen Dunlap come up with very nice berries after being abandoned to the weeds the previous year.

The hardiness of Dunlap adapts it to the far north of the country - Northern parts of Michigan, Wisconsin, Minnesota and Dakota, where it is a great favorite. Cooler climate makes it a little firmer there, and of even better quality.

The berry is medium sized, dark red clear through, very rich in flavor, very good for your garden. Not a good commercial kind because the fruit turns too dark after sitting, it is liable to run small in late season, and it is not tough enough to handle well.

We may be partial to Dunlap because it was the main crop variety when we first got acquainted with berries fifty years ago. We still think it is the richest flavored, highest quality berry you can have, used any way you like.

Mid-season in ripening, just a few days later than Premier. Try this berry on fertile, moist soil, keep the plants well thinned, and discover strawberries at their luscious best.



4-H Project — September Berries

Brookville, Indiana

April 30, 1960

Dear Sirs -

"\_\_\_\_the plants were in wonderful condition when received and your service is certainly prompt."

A well satisfied customer  
Orbin Kelly

## RED STELE RESISTANT VARIETIES

In some strawberry growing centers, especially where berries have been grown for a number of years in the same location, "red stele" has become a very serious threat. In this virus disease the stele, which is the duct in the center of the root leading to the crown, and which in a normal healthy plant is like a slender white thread, turns to a reddish brown and dies. Since the stele is the plant's life line, it too wilts and ultimately dies.

The trouble climaxes just at bearing time, and too often a nice prospect for fruit has been ruined in a matter of days.

There is no spray, dust or other treatment that will do any good. The best thing to do is set disease free plants in new ground where strawberries have not grown. Some growers have been able to use varieties not susceptible to red stele, or not affected by it.

**Vermilion, Sparkle, Surecrop and Paymaster** are the best of these kinds.

## SURECROP

**This fine variety is one of the most outstanding developments of the breeding program of the U.S.D.A. and will prove very valuable to strawberry growers.**

Surecrop has multiple resistance to red stele; the foliage is resistant to leaf diseases. It grows vigorously, making a fine row. It has been on test in many Experiment Stations and has received very favorable comment from all reports from Indiana, Ohio, Michigan, New York, Pennsylvania and Massachusetts, which shows wide adaptability.

Surecrop has extremely glossy berries, attractive red fruit, larger than Premier. Ripening is mid-season. It is rated well for fresh fruit and for freezing. It is not as productive as Pocahontas but yields have been good. It stands up well under drought conditions.

Although developed for its red stele resistant qualities Surecrop has been among the leaders of all varieties for size, beauty, and productiveness.

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Elgin, Illinois  
Sirs -

May 17, 1960

"\_\_\_\_ I would like to thank you for all the good plants and fine service. You are very nice to do business with."

Art Lucas



# VERMILION

Vermilion has performed very well in competition with other varieties in tests at the University of Illinois where it originated. In the 1957 and 1958 test plots at Purdue, involving 25 good varieties, the total production on the Vermilion for the two years was the highest of all - 12,900 quarts per acre.

The Vermilion fruiting is very nice, made of a good number of large plants rather than many small ones. The berries are not really large, but the size is maintained well throughout the season, so that the average size is quite satisfactory. The skin is bright glossy red, vermilion. Nice quality fruit, rather on the sweet side. Nice dessert quality, good for freezing. Firm enough for local and shorter distance handling.

Vermilion is one of the top varieties for the northern fruit belt especially, and has the very distinct advantage of being resistant to the most common strains of virus and red stele.

# SPARKLE-PAYMASTER

**Sparkle** is an old favorite variety, both for its dessert quality and for production as a field crop. It is probably the best red stele resistant kind for our territory.

The plants grow with more than average vigor, and the round leaves give the foliage a distinctive appearance. The berries are dark red clear through; the flavor pleasing. Freezing quality is high.

Many berries are set and are apt to become smaller in size in later season.

**Sparkle** responds well to careful attention. Have the soil fertility high, do not allow the plants to get too thick, use irrigation if possible. **Sparkle** responds well to extra care.

Lately this variety has won new acclaim in Michigan under the name **Paymaster**. Having seen "**Sparkle**" and "**Paymaster**" fruiting, we feel certain that they are the same.

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East Freedom, Pennsylvania

May 19, 1960

Dear Sirs -

"\_\_\_\_I received my Robinson plants all right. They are started real nice. I certainly have had nice berries from your strawberry plants.

Mrs. H. P. Fornwalt

# EVERBEARERS

For many years we have been very dubious about the culture of everbearers, and in fact have advised against their use in many cases. We had observed too many failures. Many were "near misses", to be sure, but still very doubtfully successful. Also, varieties showed a tendency to "run out". This came about from the fact that the plants that made the most runners made fewer berries, and the plants that bore heavily made relatively few runners. Thus in propagation of the variety by new plantings, the plants used were generally from the lines which bore least.

However, recent very successful experiments at the Ohio experimental station at Wooster have showed how anyone can have an abundance of fresh berries throughout late summer and early fall, with relatively little expense and trouble.

x x	x x x	x x x
x x	x x x	x x x
x x	x x x	x x x
x x	x x x	x x x
x x	x x x	x x x
x x	x x x	x x x
x x	x x x	x x x
x x	x x x	x x x

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The planting pattern is as shown in the accompanying diagram. The plants are set 1 foot apart in rows 1 foot apart. Three or four rows are set, then enough space is left to walk through, and another group of rows are planted, and this pattern is continued through the patch.

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Cultivate the plants once and hoe out remaining weeds. Then cover the entire planting to a depth of 1 to 1½ inch with saw dust, and maintain this mulch throughout the summer, being careful not to cover the crown.

If more weeds come through the saw dust they must be pulled or clipped off, since hoeing would mix the soil with the saw dust. Sometimes more saw dust must be added to maintain its depth to a full inch throughout the season.

Use the hill system, that is, cut off all runners as they start and keep for fruiting just the plants that were transplanted in the beginning. If no sawdust is available, ground corn cobs will do almost as well.

This method has generally been very successful in producing real crops of very beautiful fruit. Sometimes, in cases of extremely dry weather, it is a good plan to add some water for irrigation, but in most cases the saw dust mulch has held the moisture quite well.



Keep all blossoms clipped off until the plants are well established, about July 1, after which they may be allowed to develop and fruit should be available until frost.

Everbearers do best in the year when they are set, but they cannot compare in production with the June bearers. However, some kinds do perform creditably the next spring season. Thereafter it is best to just abandon the patch. Generally, renovation will not pay and it is much better to set new plantings each year.

## GEM

For many years we have considered Gem as tops in the everbearing field, and we think more highly of it as we receive more reports on the exceptional performances of Superfection and the "new" Brilliant. For everything said of these two varieties applies also to Gem, as they are, we think, so nearly if not exactly the same.

Gem is superior in many ways. Grown by the hill system with the saw dust mulch, the mother plant becomes large, with many large leaves. If used in the matted row manner, a good row is made. Leaves are smooth and waxy looking and practically free from leaf spot to which many kinds are subject.

Berries are large and showy, firm enough to handle nicely. The berry is somewhat tart but has a nice flavor. Not equal to some of best June bearers in quality but still acceptable.

## SUPERFECTION

When we obtained our foundation stock of Superfection a few years ago, we could see no difference between this "new" everbearer and the Gem we had had for many years.

Since then we have seen the two varieties grown side by side in several cases, and we can see no difference, and most nurserymen agree on this observation. Superfection is capable of all the production feats credited to Gem.

In the Ohio production tests Gem and Superfection made the best records where the sawdust was used. We can recommend them highly.

# Directions for Purchasers

We pay transportation charges only when plants are ordered at the 100 rate.

All other prices are f. o. b. Pierceton, you pay transportation.

Shipped by either parcel post or express. Be sure to tell us how to ship. Large orders we send express unless otherwise directed, small orders by parcel post.

A special commodity express rate applies to out of the state strawberry plant shipments from our express station. This rate is much lower than regular 2nd class express. Ask your express agent.

If sufficient money to pay parcel post charges is not sent with order, plants will be sent C.O.D. for the amount of the postage due, for we cannot keep accounts and send bills for small items of postage. C.O.D. charges are high, so be sure to send ample postage and we will refund the difference due you.

Shipping weight varies with the season and the variety, but will approximate 4 pounds per 100 plants.

PLEASE WRITE YOUR NAME AND ADDRESS PLAINLY.

Please give us your telephone number in your letter.

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## INDIANA DEPARTMENT OF CONSERVATION DIVISION OF ENTOMOLOGY

### INDIANAPOLIS 9

Fairview Fruit Farm  
Glenn P. Galloway  
R. 1  
Pierceton, Indiana

} Certificate of Nursery Inspection No. 740

This is to certify that the nursery stock grown by the individual or firm whose name appears hereon has been inspected by the undersigned or his authorized representative in compliance with Chapter 177, Page 291, Indiana Acts 1907 and has been found apparently free from destructively injurious insects and plant diseases.

Inspection date June 3 & September 23, 1960. Issue date September 27, 1960.

This certificate covers strawberries, consisting of 30 acres, and is valid unless revoked for cause until October 1, 1961.

John J. Favinger, State Entomologist



# 1961 PRICES

Variety	50	100	1,000	5,000 per 1,000	25,000 per 1,000
Premier	\$1.25	\$2.00	\$12.00	\$11.50	\$11.00
Earlidawn	1.25	2.00	12.00	11.50	11.00
Catskill	1.25	2.00	11.00	10.50	10.00
Pocahontas	1.25	2.00	11.00	10.50	10.00
Surecrop	1.25	2.00	11.00	10.50	10.00
Vermilion	1.25	2.00	11.00	10.50	10.00
Sparkle	1.25	2.00	11.00	10.50	10.00
Paymaster	1.25	2.00	11.00	10.50	10.00
Robinson	1.25	2.00	10.00	9.50	9.00
Armored	1.25	2.00	10.00	9.50	9.00
Dixieland	1.25	2.00	10.00	9.50	9.00
Tennessee Beauty	1.25	2.00	10.00	9.50	9.00
Blakemore	1.25	2.00	10.00	9.50	9.00
Dunlap	1.25	2.00	10.00	9.50	9.00
Gem	1.50	2.50	15.00	14.00	12.50
Superfection	1.50	2.50	15.00	14.00	12.50

500 or more at the 1,000 lot quotations.

On orders of less than 500 plants we pay postage at above prices.

We do not pay transportation charges when the price is figured on the 1,000 lot basis.

Please read carefully the instructions to customers on page 26.

Please note that our address is Pierceton, not Princeton.

We are located on State Road 5, eight miles north of its intersection with U.S. Road 30.

Our telephone — North Webster TE. 4-1854

**Our References:** Farmers Loan and Trust Co., Columbia City, Indiana; Postmaster, Pierceton, Indiana; Express Agent, Columbia City, Indiana; John J. Favinger, Indiana State Entomologist.

